Insights *for* An Optimum eCommerce Website

A study from the Top 50 eCommerce websites
Brought to you by eClerx Digital

Homepages should

visually feature or display

30-40% **of the main product categories**

Only

50%

have a clearly visible option for changing the Country

The most often way of informing the user about the currently selected country scope is to have it displayed in the upper right corner throughout the site (preferably set via geo-targeting) - typically with a flag icon and link text stating the name of the country.

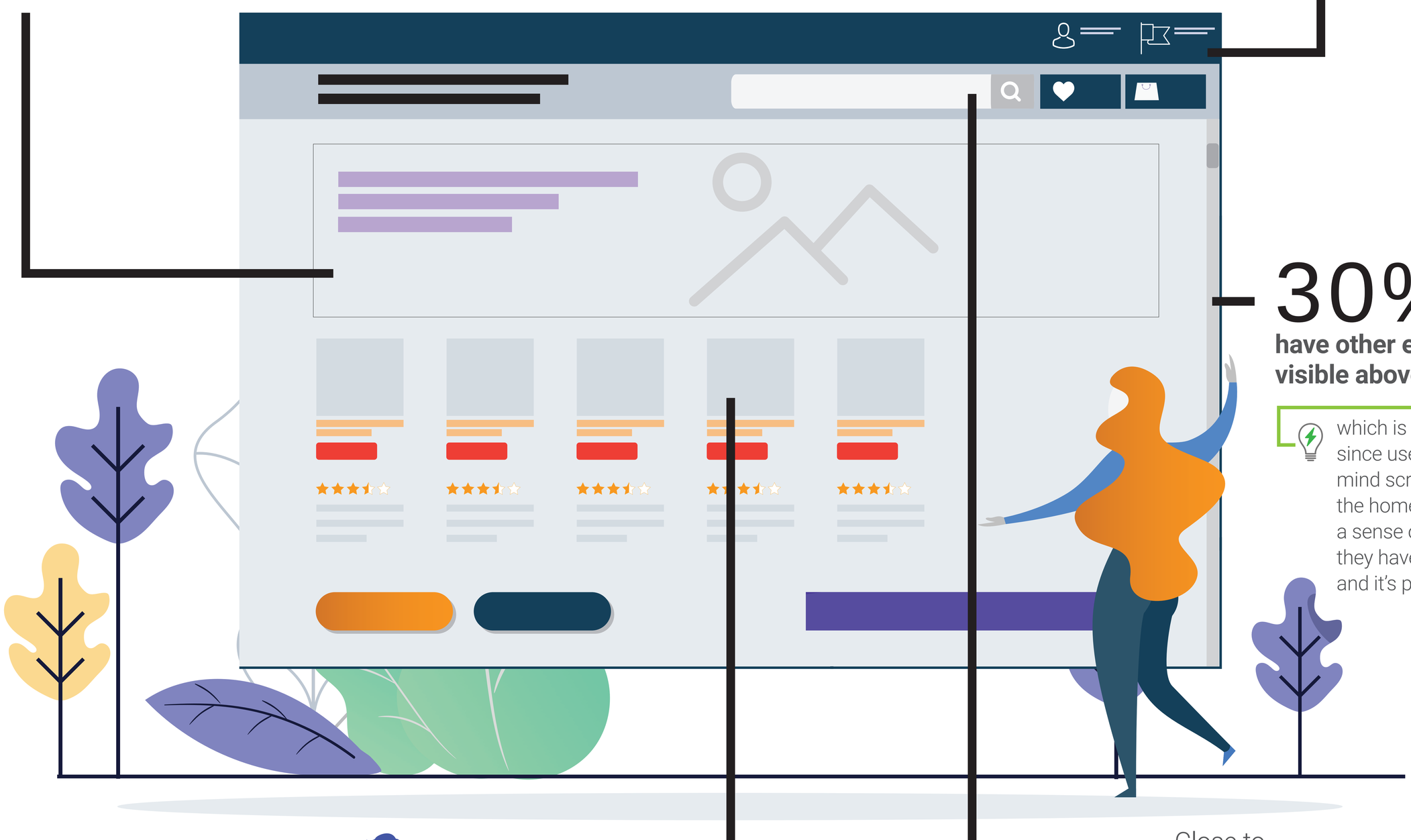
Alternatively, a splash page that requires users to select the country, is used by sites that have significant regional customizations

OVER

80%

of the (R)etailers have

clickable Hero Banners



30%

have other elements visible above the fold

which is acceptable since users do not mind scrolling down the homepage to get a sense of the site they have landed on and it's product range.

Close to

90%

sites have a clearly visible search field.

Users often use the search field as a fallback measure in case they ever find themselves stuck or are unable to relate the desired product to listed categories and should hence be seamlessly visible.

Close to

50%

(R)etailers have

DEALS, BEST SELLING ITEMS

listed in the body of the Home Page

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